



## **CITY OF KIRKLAND**

### **City Manager's Office**

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## **MEMORANDUM**

**To:** Kurt Triplett, City Manager

**From:** Marie Stake, Communications Program Manager

**Date:** April 6, 2011

**Subject:** Annexation Communications: Public Information and Outreach

### **RECOMMENDATION:**

That the City Council receive an update about the City's efforts to provide public information and outreach to residents of the Finn Hill, North Juanita and Kingsgate annexation area.

### **BACKGROUND DISCUSSION:**

At the March, 2011 City Council Retreat, it was requested that the City Council receive an update on the City's ongoing communications efforts with the annexation area. For the purposes of this memorandum, public information includes city-produced materials, informational webpages, email updates and video productions. Public outreach includes public participation, community meetings and direct contact via phone, email, or in-person. Also, for the purposes of this memorandum, "resident" refers to homeowners, tenants, and businesses.

The City Council began its most recent Annexation Study in 2006. Public information and outreach efforts have been coordinated through the City Manager's Office. Up until the beginning of 2008, much of the information and outreach efforts were assisted by a communications consultant, EnviroIssues, including community meetings, an online "Listening Log," and printed materials. Communications efforts were then lead by the Communications Program Manager who was hired in June, 2007.

The City's primary communication methods have included:

- **Person-to-person outreach.** This has been achieved primarily through community meetings, public hearings and neighborhood meetings held beginning in 2007 through present day. More recently person-to-person outreach is occurring through direct contact with the City via the phone, email, and walk-in customers.
- **Web-based communications.** Web-based communications have primarily occurred through the [Annexation webpage](#) and through email updates sent to those who subscribe to the Annexation List Serv.
- **Media-based communications.** Media-based communications have been occurring through city-issued news releases that are published by the print media and community blogs. It also includes city-produced video productions that highlight the annexation and informational announcements posted on the City's government access channels (KGOV and Klife).

- **Printed Materials.** City-produced publications include the Frequently Asked Question (FAQ) handouts, materials directly mailed to annexation homes and businesses, and *City Update*, the City's newsletter.

In March 2010, the "2010-2011 Annexation Outreach Plan" was provided to the City Council as part of a quarterly update. The Plan is included as Attachment A. The City Council has received updates about annexation communications in [April 2010](#), [October 2010](#) and more recently in [January 2011](#).

The January Annexation Update highlighted upcoming communication action items including an informational kiosk at the Kingsgate Library, City services mailer, Spring/Summer Recreation Guide, updates to the FAQs, annexation celebration activities, and a new citizen orientation to city government. A status of these activities is provided further in this memo.

The following sections highlight the specific communications areas in more detail and provide an overview of past, current, and future efforts.

## **COMMUNICATION EFFORTS DETAILS**

### ***Person-to-Person Outreach***

In its early outreach phase in the fall 2007, the City, through the assistance of EnviroIssues, initiated the outreach campaign "Annexation: Let's Talk." In the summer of 2007, two focus groups were held with city residents to explore their knowledge, understanding and interest in the potential annexation of Finn Hill, North Juanita, and Kingsgate. Also in 2007, several community meetings were held in the annexation area as a "Listening Tour" to gauge community awareness and to understand interests around the potential annexation. Annexation residents were notified of the meetings through a postcard sent by the City.

In late 2008 and through present day, staff from the City's internal Annexation Team has attended neighborhood and community meetings upon request to talk about annexation. A great deal of person-to-person outreach occurred in 2010 when the Planning & Community Development Department initiated its public involvement process around defining neighborhood boundaries. This process allowed the City to build relationships with neighborhood leaders from Finn Hill, North Juanita and Kingsgate which continue today through the celebration planning efforts. In recent months, annexation presentations were given to Kingsgate 1 & 2 and 3 & 4 home owner's association. Also, the City Council Meeting with the Totem Lake Neighborhood Association in March included many Kingsgate residents.

Since January 2011, all departments report a steady increase in annexation-related phone calls, emails, and walk-in inquiries. Responding to these requests is currently the core of the City's person-to-person outreach. Our interactions are our opportunity to make our "first impression" a lasting one with future Kirkland residents.

The most common questions being asked by annexation residents in recent months include:

- When will my address change?
- Will my taxes increase?
- What is my property zoning designation and what can I build on my property?

There has been a steady increase of annexation-related questions being received via the "Ask a Question" feature on the City website. Each response encourages the "requestor" to visit the annexation webpage and to sign up for the list serv.

Upcoming events will offer a unique opportunity for annexation residents to learn more about their new government:

- **Neighborhood University**, May 11, 2011, 6-9 pm, Juanita Elementary School Cafeteria. Neighborhood "U" is hosted annually by the Kirkland Alliance of Neighborhoods. This session will focus on the array of City services available to residents and how to access services and information.
- **Annexation Celebration Events**, June 1-3, 2011. Events include the City Hall Open House, Business Networking Breakfast, and Community Celebration. (More details contained further in this memo)
- **New Citizen Orientation**, will be scheduled for the fall 2011 and will be a series of workshops to educate annexation and current city residents about the basics of city government including budget/city service levels and land use planning and decision making.

City staff will be receiving motivational/customer service training in May that will provide a reminder about effective customer service techniques and approaches.

### ***Web-based Communications***

**[www.kirklandwa.gov](http://www.kirklandwa.gov)**: In early April Kirkland's **url** was changed from *ci.kirkland.wa.us* to *kirklandwa.gov* as one key element of annexation communication and customer service. The change was extended to Kirkland staff email addresses on April 6<sup>th</sup>. Staff emails are now [emailname@kirklandwa.gov](mailto:emailname@kirklandwa.gov). Both changes are designed to make the webpage and email addresses easier to remember and more user friendly. The new webpage and emails will be included in all publications and communications to both current Kirkland and the annexation area. The old webpage and emails will be phased out through 2012 to minimize costs.

The primary web-based tool used for annexation communication is the Annexation Webpage, [www.kirklandwa.gov/annexation](http://www.kirklandwa.gov/annexation). The Annexation webpage and list serv subscription were created sometime in 2006. The Annexation web page is the most visited page within the City Manager's Office website and it is the 16<sup>th</sup> most popular page, out of 200 pages, within the entire City website receiving over 9,700 external visits in 2010. A quick "virtual tour" of the site will be given at the City Council meeting.

In its early inception, the webpage hosted the "Listening Log" which was formatted as a question and answer page. The questions were recorded from the community workshops. In Spring 2009, the first version of Frequently Asked Question (FAQ) handouts were posted to the site. Recently, new pages have been added including:

- **City Services**: This page is intended to provide detailed information about particular city services.
- **About the Annexation Process**: This page provides the background about the annexation process for Finn Hill, North Juanita, and Kingsgate

- **Annexation Celebration Events:** This page provides information about the events occurring on June 1, 2 and 3 in celebration of the annexation.

Recently, the home page content was updated with a “Welcome” message.

The second most used web-based communication is the Annexation List Serv. This is a self-subscribing feature on the City’s website. The subscription has increased more than 50% from April 2009 to April 2011.

#### **Annexation List Serv Subscriber Counts as of....**

<b>4/24/09</b>	<b>6/1/09</b>	<b>12/31/09</b>	<b>3/2/10</b>	<b>9/1/10</b>	<b>3/16/11</b>	<b>4/5/11</b>
682	709	936	971	1109	1205	1239

Two other list servs – News Releases and Neighborhood News – have been also used to push out annexation information.

A popular web-based communication tool is the City’s [Ask A Question](#) feature on the City website. In 2010, 43 questions related to annexation were received; 29 have been received in 2011 (as of April 1). The [annexation@kirklandwa.gov](mailto:annexation@kirklandwa.gov) email address currently receives 1 to 3 questions per month.

#### ***Media-based communications***

The primary media-based communications tool used for annexation communications is city-issued news releases. News releases have a far reaching capacity because they are typically published in the newspaper (print and online), often are posted to two local community blogs, and pushed out through two city list servs, posted on the city website and at city buildings, and emailed to radio and television stations.

Community surveys commissioned by the City have shown that participants primarily receive city information from the Kirkland Reporter. The newspaper advises that once the Post Office changes the Bothell addresses in the annexation area to Kirkland addresses, it will begin delivering its papers to those address. No specific date has been provided.

Currently, there are over 2,700 Bothell addresses in the annexation area that receive the Bothell-Kenmore Reporter newspaper. Although the Bothell-Kenmore receives annexation-related news releases from Kirkland, it has not been inclined to publish them. However, Kirkland did receive [a brief online write up on April 6, 2011](#) in association with article about the City of Bothell’s Annexation Study.

In the Annexation Service Package approved in the 2011-2012 Budget, there is funding available for paid advertising. Staff will check into the costs of placing paid ads in each newspaper welcoming the new residents, advertising the City’s contact information, and inviting readers to the celebration activities.

Since assuming a support role to the *Currently Kirkland* television program, the Communications Program Manager has worked with the MultiMedia Services Division to develop brief informative “question and answer” videos related to common questions the City receives

about annexation. The series is called "About Annexation" and the goal is to air one to two videos per month. To date, the following have been included in *Currently Kirkland*.

- [When Will My Address Change?](#)
- [Can Annexation Residents Run for City Council?](#)
- [Which County Parks in the Annexation Area Will the City Maintain?](#)

The links to these videos are posted to the ["Frequently Asked Question" annexation webpage](#). Two upcoming topics for April are: "Will My Taxes Change?" and "What Can You Tell Me About the Proposed Finn Hill Fire Station?"

Another media-based communication tool is editorials. An [editorial was published in the Kirkland Reporter on November 3, 2010](#) from Mayor McBride about the annexation and how it was a key theme in the 2011-2012 Budget.

### ***Printed Materials***

The primary source of information, and the most comprehensive, has been the Frequently Asked Question (FAQs) handouts. These handouts have been available at City Hall and community, neighborhood and business meetings. First created in the Spring of 2009, these FAQs were updated in March 2010, September 2010, and April 2011.

- Annexation Process (Currently out of circulation as a FAQ. Content converted to webpage)
- City Finances
- Public Safety
- Zoning & Building Requirements
- Parks, Recreation & Community Services
- Community Involvement & Communications

Another means the City has used to communicate to annexation residents is through direct mail materials. Prior to the 2009 General Election, the City mailed an informational folio to registered voters in the annexation area. This publication was reviewed by the Public Disclosure Commission.

The City's Recreation Guide has long been mailed to homes and businesses in the Kirkland 98033 and 98034 zip codes. Those annexation residents with Bothell addresses did not receive the Spring 2011 Recreation Guide but will receive the Fall Guide because the Post Office advises it will change addresses to Kirkland 98034 on July 1, 2011.

Limited printed copies of the *City Update* newsletter are made available at City Hall, the Kirkland and Kingsgate Libraries, and City Community Centers where it is possible that an annexation resident can obtain one.

In late April, 2011, all annexation residents will receive a **City Services Guide** that introduces them to city services and provides city and community contact information. The Guide's Table of Contents includes:

- Welcome by the Kirkland City Council
- About Your City
- About Your Safety
- About Your Neighborhood
- About Your Parks and Recreation
- About Your Property
- About Your Utilities

- About Your Business
- How Do I? (Question and Answer)
- Community Contacts
- City Contacts
- Celebration Event Information

Soon after the City Service Guide is mailed, the Public Works Department will send a postcard to annexation customers who currently self-haul their garbage notifying them to set up an account with the City for Waste Management services. In early May 2011, Waste Management will notify all garbage/recycling customers via a direct mailer introducing it as their new service provider. Waste Management will also be sending a direct mailer postcard about cart delivery and removal schedules to annexation customers (early June) and a comprehensive service guide to all Kirkland customers (mid-June). Annexation customers will also receive an information packet attached to their new carts when they are delivered (late-June).

Also soon after the City Services Guide is mailed, the Licensing Division will send an informational letter to known businesses and home occupations notifying them of the City's business license requirements.

Beginning in the fall 2011, annexation residents will receive the Reduce, Reuse, and Recycle newsletter produced by the Public Works Department.

### **CELEBRATION EVENTS**

As presented in the January Annexation Update to the City Council, a citizens planning team comprised of annexation residents and city staff have organized the following events:

- **Wednesday, June 1, City Hall Open House, 4 to 7 pm.** Activities include a welcome from City and other officials, informational booths throughout the public areas of City Hall, interactive activities (arts & crafts, online mapping and plan review, free blood pressure checks) and informational displays. Waste Management, Woodinville Water District and Northshore Utility District are being invited to participate as is the Kirkland Alliance of Neighborhoods. An invitation is being extended to Board and Commission Members to participate. Light refreshments will be served following the Welcome.
- **Thursday, June 2, Business-to-Business Breakfast, 7:30 to 9:30 a.m., Caribbean Casino.** Kirkland businesses are invited to attend an informal networking breakfast event hosted by Caribbean Casino. Capt. Mike Ursino, Kirkland Police Department is the keynote speaker who will share insights about the Police Department. The event is free; seating is limited and reservations are highly encouraged.

In conjunction with the Breakfast, a coupon book is being developed. Participating businesses can be included within the book as a means to advertise their business and support the annexation.

- **Friday, June 3, Community Celebration, Juanita Beach Park, 3 p.m.** Activities are planned for the northern portion of Juanita Beach Park due to ongoing improvements to the southern (bayside) portion of the park. The Juanita Friday Market will be held on the northern portion as well from 3 to 7 p.m.

Activities will be centered around the Forbes House. The Welcome by City and other officials will be held from the front porch. City Council Members are invited to serve strawberry short cake to attendees following the Welcome. Aprons will be provided.

Supplies are being donated by Juanita Village Starbucks and Shari's Restaurant. Other donations are being sought.

Following the dessert, Kamiakian Junior High Jazz Ensemble and Juanita High School Pep Band will perform. A children's art activity will be offered. Back Burner, a local bluegrass band, will perform following the school bands. Carillon Properties is providing the free Outdoor Movie in Park which will show at dusk and will be projected onto an inflatable screen. The movie is "Sandlot."

City informational booths will be located among the Farmers Market vendors. Police and Fire Department vehicles will be on display, including the "Fire Ready Trailer."

Staff is seeking donations to support these activities but some costs will need to be borne by the City including portable toilets, decorations, and paper products. Also, staff is seeking sponsors for a street banner.

County, state, and federal elected officials will receive an invitation to participate in the Welcome activities at the Open House and Community Celebration.

A draft poster and invitation will be presented at the City Council meeting.

### **CLOSING SUMMARY**

The City uses a variety of communications methods to inform and involve annexation residents with their new government. Our current strategies allow for residents to receive information in various ways; but we recognize that one of the most important ways is the personal interaction.

In the coming weeks, we will be distributing "How We Can Help You" messages to annexation residents to help them become familiar with the City of Kirkland staff, functions, and programs. Distribution will include the City's news release distribution (media, local blogs), annexation list serv, and website.

Attachment A: 2010-2011 Annexation Outreach Plan

# KIRKLAND'S NORTH ANNEXATION FINN HILL - NORTH JUANITA - KINGSGATE 2010-2011 ANNEXATION OUTREACH PLAN

The purpose of this Outreach Plan is to identify communications strategies to effectively communicate with current and future City of Kirkland residents about issues related to the annexation of the Finn Hill, North Juanita and Kingsgate neighborhood areas. This Plan identifies communications efforts that will be continued and proposes new strategies. Strategies are intended to be implemented during the time after the election (November 2009) and beyond the effective date of annexation (June 1, 2011). City communications will be integrated with the key messages contained in this Plan.

The City will use multiple means to communicate:

- Person-to-person outreach
- Web-based communications
- Media-based communications
- Printed materials

Outreach and public information activities conducted in 2009 are contained in Appendix A. Estimated costs for communications efforts in 2010 and 2011 are contained in Appendix B (Annexation Service Package). Appendix C is an internal resource document that identifies staff members who are most knowledgeable about annexation issues who will be considered Annexation Liaisons.

## Key Messages

- ***The Kirkland City Council has accepted the annexation of the Finn Hill, North Juanita and Kingsgate neighborhoods.***
  - The City Council placed the question of annexation, zoning and assumption of indebtedness to the voters in the annexation
  - Although the threshold for assuming indebtedness was not reached in the election, the City Council, as allowed by state law, decided to accept the annexation without asking the area residents to assume City debt.
  - The annexation and adopted zoning regulations will take effect June 1, 2011.
- ***Economic health is a top priority for the City Council and current and annexation residents.***
  - Similar to other cities, Kirkland is facing budget challenges due primarily to an economic downturn



- The cost of doing city business continues to grow faster than revenue due to tax limitation measures and other economic forces.
  - The imbalance between Kirkland revenues and expenditures occurs with or without annexation.
  - To close the gap between revenue and expenditure and balance the 2009-2010 budget, the City Council cut expenditures, used reserves and increased taxes.
  - Due to a continued decline in the primary sources of revenue, the City implemented service and staff reductions in 2009 and 2010.
  - The annexation area is also impacted by revenue declines which will most likely require a slower phasing of city service levels.
- Kirkland is eligible to receive state sales tax credit funding as an incentive.
  - Kirkland is eligible to receive funds for a ten year period.
    - Note that the sales tax credit is only available up to the amount needed to offset shortfalls due to annexation and must be spent on services to the annexation area.
- ***The City is committed to providing levels of service that are sustainable with available resources.***
  - Levels of service will be phased into the annexation area over time.
  - The most noticeable changes in service levels would be higher staffing in police services.
  - School District boundaries, library services, public transit services, and water and sewer utility providers are not affected by the annexation.

# Public Outreach

## ***Continued Outreach***

The following outreach efforts will continue to be offered and provided by the City. City communications staff will conduct in-person contact with key annexation area residents to help identify the primary sources of information, organized neighborhood groups and associations, media and other means to effectively communicate with the City's new residents. City Council members will be notified of outreach opportunities:

- City's Speakers Bureau
  - The appropriate members of the City's Annexation Team will be available for public presentations.
- Neighborhood Association meetings
  - The City will continue to be available to attend neighborhood association meetings in existing Kirkland and the annexation area.
- Community Organizations
  - The City will begin to identify community organizations in the annexation area to connect with and will continue to be available to groups within current city limits.
- Phone, walk-in and email customer requests & inquiries
  - The City has been responding to incoming email and written correspondence regarding annexation.
  - The City created an annexation email ([annexation@ci.kirkland.wa.us](mailto:annexation@ci.kirkland.wa.us)) to receive inquiries.
- Community events
  - The City sponsors and/or participates in several annual events, such as informational booths at local markets, recreation events and tourism-related activities that are an opportunity to engage annexation area residents.

If staffing resources are available, the City will have a presence at appropriate community events to help educate current and future residents about the transition of government and services.

## ***Enhanced Outreach***



As a more detailed means to inform new residents about city government and services and encourage their involvement with the City, the City could host a "New Citizen Orientation" to cover such topics as:

- City Government 101
- Budget Basics
- Decision Making in Land Use & Capital Project Planning
- Q&A with Elected and Appointed Officials

Costs associated with the Orientation may include paid advertising and supplies. The Orientation could be held immediately before the annexation effective date or soon after.

- Phone, walk-in and email customer requests
  - The City has created an “annexation liaison” system within the organization to effectively track and respond to inquiries about annexation. (Appendix C)
  - If the number of phone calls to all departments increases significantly, the City may choose to set up an Annexation Hotline that would include any current information and direct the caller to the annexation webpage.
    - The IT Department advises it is possible to establish a 24-hour hotline with greeting options that could direct the caller to a particular department.
- Annexation Kiosk
  - The City may want to create an informational kiosk that could be on display at the Kingsgate Library, grocery stores or other appropriate businesses in the annexation area.

## Print messaging

- **Frequently Asked Questions (FAQ) handouts** will be updated to reflect that the annexation will take effect June 1, 2011 and will address issues regarding service effective dates:
 

▪ Annexation Process	▪ Utility, Solid Waste & Other Services
▪ City Finances	▪ Parks, Recreation & Community Service
▪ Public Safety (fire, EMS, police, court)	▪ Community Involvement
▪ Zoning & Building Requirements	
- **City Update is the City’s official newsletter.** The current budget provides for the printing and mailing of one issue per year.
  - The 2010 funding (printing & postage) would need to be increased from \$6,246 to \$10,600 in order to include the 12,000 new homes and businesses in the annexation area.
  - 2011-2012 funding (\$6,200/year) is included in the Communications Annexation Service Package request. (Appendix B)
- **Direct Mailer to Annexation Area.** Similar to the mailer sent in September, 2009, the City may develop a folio addressing effective “service dates.” (When services become available to annexation residents).
  - The estimated cost to print and mail a folded 11x17 folio is approximately \$5,200. (Appendix B)
- **Newspaper Paid Advertisements.** Current city limits residents are mostly served by the Kirkland Reporter newspaper. In addition to the Kirkland Reporter, The Woodinville Weekly and Bothell-Kenmore Reporter are circulated in the annexation area. It may be preferable to place paid advertising in one or all of the newspapers should the City need to advertise an event or publish important annexation information.
  - The estimated cost is \$750 in 2011. (Appendix B)



- **Utility Service Providers.** As a means to reach residents in the annexation area, the City has made contact with Allied Waste Industries, Northshore Utility District and the Woodinville Water District to seek their help in directing their affected customers to the City's information about annexation.
  - Allied Waste Industries has approximately 80,000 (total) customers in its service area; 8,500 are within the annexation area.
    - Allied does not publish a newsletter.
    - Allied has placed a link to the City's annexation website from its website. ([www.alliedwastenorthwest.com](http://www.alliedwastenorthwest.com))
    - Utility bill inserts are available but due to Allied changing billing companies, the cost of the inserts are unknown at this time and not therefore not included in the Annexation Communications Service Package.
  - Northshore Utility District (NUD) has approximately 25,000 (total) water & sewer connections within its service area; and approximately 10,000 are within the annexation area.
    - NUD produces a newsletter 4 times per year and inserts it into its billing statements
    - NUD has a website ([www.nud.net](http://www.nud.net)) and is currently redesigning it. It has committed to placing a link to the City's annexation webpage.
    - NUD has interest working with the City to produce a "joint" insert.
    - NUD's billing cycles are completed by geographical areas
      - NUD is working to identify its customers in the annexation area so that a targeted mailing (insert) could be achieved.
  - Woodinville Water District has approximately 13,000 total water and sewer connections; 1,975 are within the annexation area
    - WWD has a printed newsletter that is published 4 times per year (January, April, July, & October) and mailed to all customers. The newsletter is posted online.
    - WWD has a website ([www.woodinvillewater.com](http://www.woodinvillewater.com)) and has pledged to placing an link to the City's annexation webpage.
    - WWD allows bill inserts and there is a cost associated with printing them. Costs were not included in the Annexation Communications Service Package.

## Web-based messaging

### *Continued Outreach*

#### **Annexation Webpage**

The City's Annexation webpage ([www.ci.kirkland.wa.us/annexation](http://www.ci.kirkland.wa.us/annexation)) has been a primary source of information. All materials produced by the City have promoted the website. The main homepage and the homepage for each city department has an Annexation icon that directs browsers to the Annexation webpage.

In early 2010, the navigation was simplified to the following:

- Frequently Asked Questions (by topics)
- Annexation Zoning Information & Maps
- Council Annexation Agenda Items
- Join Annexation List Serv

During the pre-effective date transition, the City is primarily responding to service questions (e.g. permitting, regulations, service providers). The following pages have been deactivated from the site:

- Handouts (combined with FAQ page)
- On-line comment form (browsers can link to the "Ask a Question" feature to submit an inquiry about annexation.)
- Studies & Reports – content was more than 3 years old.
- Listening Log from 2007-2008 "Let's Talk" Campaign

As City GIS maps are updated to include the annexation area, they will be posted to the Annexation website.

As the annexation date approaches, the City will revise the homepage content with a "Welcome to the City of Kirkland" theme. Links to common pages within the entire City website will be added to the annexation homepage to assist browsers with finding information they seek.

### **City Update newsletter webpage:**

The City Update newsletter is produced 4 times per year. All editions are posted online at [www.ci.kirkland.wa.us/cityupdate](http://www.ci.kirkland.wa.us/cityupdate). Browsers subscribe to the page and when a new edition is posted, they receive an email with a link to the publication. See Appendix A for the current number of subscribers and the issues of City Update that contained annexation articles.

## ***Enhanced Outreach***

### **Social Media Tools**

The City is beginning to experiment with social media tools and as it gains more experience in their use, it may be decided to use a social media tool, such as a blog, to provide links to the City's Annexation webpage for current annexation information and to allow for a means to have an "online" question and answer with browsers who have annexation questions. A blog would allow for more "real time" information.

## **Email-based messaging**

### ***Continued Outreach***

The City will continue to use email as an effective means of communication through list servs and direct emails. See Appendix A for the number of subscribers to the List Servs.

**List Servs:** Annexation, Neighborhood E-Bulletin, City Update, News Room

**Direct Email:** Neighborhood Leader email distribution, Response letter to citizen correspondence



## ***Enhanced Outreach***

The City has requested that the Greater Kirkland Chamber of Commerce and the Greater Woodinville Chamber of Commerce include annexation information in their electronic newsletters; which both have agreed

## **Media Messaging** ***Continued Outreach***

### **News Releases**

The Communications Program Manager will continue to issue news releases about annexation related issues and key decisions made by the City Council. The distribution of news releases includes:

- City Council + City Manager's Office + City PIOs (email)
- KirkNet Announcement
- City webpage (News Room page)
- Posted hard copy to public buildings (community centers, libraries)
- Emailed to television, newspaper & radio media
- Emailed to community contacts (business associations, school district)

### **Editorial/Opinion Letters**

Editorials would allow the City to share its perspective about annexation related issues. Editorials could be written on behalf of the entire Council or by individual Council members. Editorials would be forwarded to local (Kirkland Reporter) and regional (Seattle Times) newspapers.

### **Kirkland TV**

The City manages two government access channels: KLIFE and KGOV. The channels can be viewed by current city residents on:

- KLIFE: Comcast Channel 75, Verizon Channel 32
- KGOV: Comcast Channel 21, Verizon Channel 31

Currently, Comcast services the annexation area. When annexation becomes effective, the City's franchise agreement with Verizon for cable (FIOS) television services will apply to the annexation area. (NOTE: Verizon is in the process of transferring its FIOS services to Frontier Communications Company).

KLIFE airs the "Currently Kirkland" TV show. In late 2009, the show transitioned from a monthly broadcast to a weekly (Friday) broadcast. The show lends nicely to "news desk" items. The show will continue to broadcast annexation announcements. Both channels currently air a "bulletin board" announcement that advertises the annexation webpage.

If funding is available, the City may want to produce a "Welcome to Kirkland" video as an educational tool for new residents. Video production would be coordinated between the City Manager's Office and the MultiMedia Services Division (IT Department). Costs are associated with the filming and editing of the video and will vary based upon the length and time for editing.

# Internal Communications

## *Continued Outreach*

The City will continue the following internal communications to keep employees informed.

- **Annexation Steering Team:** The Steering Team is comprised of the City Manager, Assistant City Manager, Finance Director, Planning & Community Development Director, City Attorney and Intergovernmental Affairs Manager. It meets regularly to discuss policy and operational issues identified by the Annexation Team.
- **A+ Team:** The A+ Team is comprised of the Assistant City Manager, Communications Program Manager, Intergovernmental Affairs Manager and CMO Administrative Assistant who meet to discuss internal and external communications issues.
- **Solid Waste Annexation Team:** A subcommittee of the "A" Team, the core Solid Waste group is comprised of Public Works, Finance, and CMO staff and meets as needed to address and discuss issues specific to providing solid waste collection services in incorporated and annexed Kirkland.
- **Budget Briefings with City Manager** – Since 2009, two briefings have been held each month in which the City Manager shares the status of the City finances and addresses annexation issues with employees.
- **KirkNet Annexation site:** A page within KirkNet (employee intranet) that posts current information relevant to employees. The page is maintained by the City Manager's Office.
- **In Tune:** City employee electronic newsletter that is produced by the City Manager and Assistant City Manager and posted to KirkNet.

## *Enhanced Outreach*



- **All Staff Meetings:** As a means to communicate current annexation information, effective service dates and other vital information, the City Manager's Office will host "all staff meetings."

## Appendix A: Annexation Communications Update 2009 Activities

### Neighborhood Meetings

Name	Date	Number Attended
Denny Creek Alliance	April 22, 2009	
Totem Lake Neighborhood Association	May 20, 2009	20

### City Sponsored Community Meetings

Date	Location	Number Attended
June 18, 2009	Juanita High School	101
June 23, 2009	Finn Hill Jr. High	155
June 29, 2009	Kamiakin Jr. High	80

### 2009 City Council meetings

<b>January 6</b>	Potential Annexation fiscal model and proposed timeline
<b>March 3</b>	Potential Annexation update and updated financial model
<b>April 6</b>	Special Study Session: Potential Annexation follow-up
<b>April 7</b>	Special Meeting and Public Hearing: Resolution of Intent
	Council response letter to citizens in Kirkland and the PAA
<b>May 19</b>	Council review of draft annexation zoning
<b>June 2</b>	Proposed Annexation Area—Public Hearing #1
<b>June 16</b>	Study Session—Ballot Title, Pro/Con Committee, Effective Date
<b>July 7</b>	Zoning Public Hearing #2, File No. ANN09-00001
	Operation of card room, pro/con committee for ballot measure
<b>July 21</b>	Zoning Public Hearing #2 (continued), File No. ANN09-00001
	Resolution requesting election date for annexation ballot
<b>September 1</b>	Letter to King County requesting transition funding/updates
<b>December 15</b>	Proposed Annexation Resolution and Ordinance



To view agendas, staff reports and video of City Council discussions on annexation from 2006 to present day, go to [www.ci.kirkland.wa.us/depart/CMO/Annexation/CA](http://www.ci.kirkland.wa.us/depart/CMO/Annexation/CA).

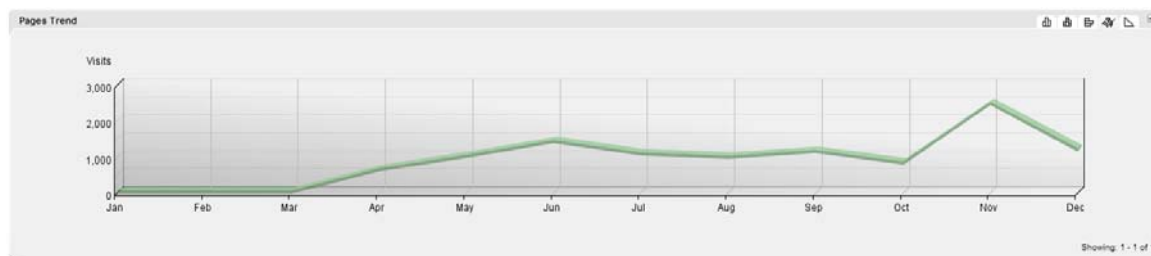
## Print Messaging

News Releases	FAQ Handouts	City Update Newsletter
March 25, 2009 "Next Steps"	<p>The following Frequently Asked Question (FAQ) were developed in April, 2009 and updated in September, 2009:</p> <ul style="list-style-type: none"> <li>• Annexation Process</li> <li>• City Finances</li> <li>• Public Safety</li> <li>• Zoning &amp; Building Requirements</li> <li>• Parks, Recreation &amp; Community Services</li> <li>• Community Involvement</li> </ul> <p><i>The FAQs were reviewed by the Public Disclosure Commission.</i></p>	2 <sup>nd</sup> Quarter edition (online) "Council decides key issues"
April 7, 2009 "Council to file with BRB"		4 <sup>th</sup> Quarter edition (online) "Council accepts annexation"
May 13, 2009 "Public Participation Opportunities"		
June 17, 2009 "Pro/Con Committees"		<b>Direct Mailer to PAA</b>
July 8, 2009 "Annexation Key Decisions"		A Q&A folio was mailed to homes in the PAA in September, 2009.
December 16, 2009 "Council Accepts Annexation"		

## Web-based Messaging

The City's Annexation webpage ([www.ci.kirkland.wa.us/annexation](http://www.ci.kirkland.wa.us/annexation)) is a main source of public information. The landing page (homepage) received more than 10,000 visits in 2008 and more than 13,000 in 2009 (January 1 – December 20, 2009).

### 2009 Web Trends/Annexation Homepage



## Email-based Messaging

Public information about the annexation is “pushed out” via email primarily using three list serves:

- Annexation
- Neighborhood E-Bulletin
- News Room

Any City news release about annexation is sent via these email notifications. The “City Update” newsletter webpage has a page watch feature that notifies subscribers when a new edition is posted online.

List Serv	# of Email Notifications (Jan-Dec 2009)	# of subscribers as of 4/24/09	# of subscribers as of 6/1/09	# of subscribers as of 12/31/09
Annexation	22	682	709	936
Neighborhood E-Bulletin	6	730	740	799
News Room	6	143	153	237
City Update newsletter	2			647
TOTAL NUMBER OF LIST SERV SUBSCRIBERS AS OF 12/31/09 RECEIVING ANNEXATION INFORMATION				2,619

The City continues to receive and reply to email correspondence about annexation. In 2009, the following was received.

Emails/Letters to City Council and <a href="mailto:annexation@ci.kirkland.wa.us">annexation@ci.kirkland.wa.us</a>	Annexation Online Comment Forms	Ask A Question (online form)	Total Correspondence Received
165	45	10	220

## Media Messaging

Communications staff tracked media coverage of annexation to the extent possible. Some highlights are listed below.

### Newspaper

#### *Kirkland Reporter*

- Kirkland Annexation gets green light (04.08.09)  
[http://www.pnwlocalnews.com/east\\_king/kir/news/42698667.html#storyComments](http://www.pnwlocalnews.com/east_king/kir/news/42698667.html#storyComments)
- Fireworks could go up in smoke for annexation area (06.30.09)  
[http://www.pnwlocalnews.com/east\\_king/kir/news/69620002.html](http://www.pnwlocalnews.com/east_king/kir/news/69620002.html)
- County Council places PAA vote on November ballot (07.29.09)  
[http://www.pnwlocalnews.com/east\\_king/kir/news/52019712.html](http://www.pnwlocalnews.com/east_king/kir/news/52019712.html)
- Annexation losing by 11 votes, latest election results show (11.13.09)  
[http://www.pnwlocalnews.com/east\\_king/kir/news/70079952.html](http://www.pnwlocalnews.com/east_king/kir/news/70079952.html)
- Annexation: Kirkland population could nearly double, but budget problems linger (11.9.09) [http://www.pnwlocalnews.com/east\\_king/kir/news/69620002.html](http://www.pnwlocalnews.com/east_king/kir/news/69620002.html)

- Kirkland annexation fails, could go back to city council (11.23.09)  
[http://www.pnwlocalnews.com/east\\_king/kir/news/71663162.html](http://www.pnwlocalnews.com/east_king/kir/news/71663162.html)
- Kirkland Council to vote on annexation after measure fails (12.04.09)  
[http://www.pnwlocalnews.com/east\\_king/kir/news/78564727.html](http://www.pnwlocalnews.com/east_king/kir/news/78564727.html)
- Annexation on brink of approval; McBride, Sweet, Walen, Marchione lead council race (11.05.09) [http://www.pnwlocalnews.com/east\\_king/kir/news/69334102.html](http://www.pnwlocalnews.com/east_king/kir/news/69334102.html)
- Kirkland City Council set to vote on annexation (12.09.09)  
[http://www.pnwlocalnews.com/east\\_king/kir/news/78922337.html](http://www.pnwlocalnews.com/east_king/kir/news/78922337.html)
- Kirkland annexation a go: Effective date set June, 2011 (12.16.09)  
[http://www.pnwlocalnews.com/east\\_king/kir/news/79423567.html](http://www.pnwlocalnews.com/east_king/kir/news/79423567.html)

#### *Seattle Times*

- Kirkland considers annexation, keeping Casino Caribbean open (4.7.09)  
[http://seattletimes.nwsourc.com/html/localnews/2008997033\\_casino07m.html](http://seattletimes.nwsourc.com/html/localnews/2008997033_casino07m.html)
- Areas to decide on annexation (7.29.09)  
[http://seattletimes.nwsourc.com/html/localnews/2009555405\\_dige29m.html](http://seattletimes.nwsourc.com/html/localnews/2009555405_dige29m.html)
- Kirkland annex 'yes' could be slipping away (11.14.09)  
[http://seattletimes.nwsourc.com/html/localnews/2010271958\\_kirklandannex14m.html](http://seattletimes.nwsourc.com/html/localnews/2010271958_kirklandannex14m.html)
- Kirkland annexation barely fails; council could pass it  
[http://seattletimes.nwsourc.com/html/localnews/2010344985\\_kirklandannex24m.html](http://seattletimes.nwsourc.com/html/localnews/2010344985_kirklandannex24m.html)  
(11.24.09)
- Kirkland to annex Finn Hill, North Juanita and Kingsgate (12.16.09)  
[http://seattletimes.nwsourc.com/html/localnews/2010517360\\_kirklandannex16m.html](http://seattletimes.nwsourc.com/html/localnews/2010517360_kirklandannex16m.html)
- Kirkland's smart annexation vote (editorial) (12.17.09)  
[http://seattletimes.nwsourc.com/html/editorials/2010535884\\_edit18kirk.html](http://seattletimes.nwsourc.com/html/editorials/2010535884_edit18kirk.html)

## **Television**

#### *Kirkland TV*

The City's "Currently Kirkland" TV show highlighted annexation on the following dates:

- |         |                   |
|---------|-------------------|
| • 11/16 | Election Update   |
| • 12/04 | Annexation Update |
| • 12/21 | Annexation Update |
| • 12/29 | Annexation Update |

#### *KOMO TV Channel 4\**

- Kirkland moves step closer to annexing Finn Hill, Juanita, Kingsgate (4.7.09)  
<http://www.komonews.com/news/local/42652947.html>
- Kirkland mulls annexing Finn Hill, Juanita, Kingsgate (4.7.09)  
<http://www.komonews.com/news/local/42644112.html>

KOMO has a blog (<http://kirkland.komonews.com>) that often posts city news releases.

### *KING 5 Channel 5\**

- Kirkland annexation vote seems likely (4.6.09)  
<http://www.king5.com/archive/60344552.html>
- Kirkland annexation vote likely (8.15.09)  
<http://www.king5.com/news/local/59758762.html>

\*Links below are to video files, not to online articles posted to the TV's website.

### *Community Blogs*

There are two active Kirkland community blogs that publish annexation information.

- Kirkland Views: [www.kirklandviews.com](http://www.kirklandviews.com)
- Kirkland Weblog: [www.kirklandweblog.com](http://www.kirklandweblog.com)